

PN - JP2002149940 A 20020524
PD - 2002-05-24
PR - JP20000343022 20001110
OPD - 2000-11-10
TI - DIRECT MARKET INVESTIGATION AND DEVELOPMENT METHOD BY DELIVERY
OF COUPON TICKET USING COMPUTER BIDIRECTIONAL COMMUNICATION NETWORK,
COMMUNICATION SYSTEM THEREOF, AND INFORMATION RECORDING MEDIUM
IN - IKEDA RIKUO
PA - BULL LIFE CO LTD
IC - G06F17/60
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TI - Prize coupon delivery method through communication network, involves guiding client to website which implements quiz and delivering coupon to client who answers correctly and who is selected after casting lots

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PA - (BLUE-N) BLUE LIFE KK
IC - G06F17/60

AB - JP2002149940 NOVELTY - An attribute information including the e-mail address of each client, is collected and guided to the website which implements advertisement quiz. The client who answers the quiz correctly and who is selected after casting lots, receives a coupon. The client accesses the corresponding website to download and print the coupon.

- DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:
- (1) Communication system; and
- (2) Recorded medium storing prize coupon delivery program.
- USE - For online coupon delivery, for online advertising and marketing.
- ADVANTAGE - Highly effective, direct marketing system is obtained.
- DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the communication system. (Drawing includes non-English language text).
- (Dwg.1/12)

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AB - PROBLEM TO BE SOLVED: To permit investigation and development applied to direct marketing capable of improving advertisement effect and a questionnaire answer rate and obtaining high efficiency by delivering coupon tickets corresponding to attribute information corresponding to an individual person, society, and individuality minutely.

- SOLUTION: Direct market investigation and development are performed by delivering coupon tickets using a computer bidirectional communication network (fixed communication network 1, digital mobile communication network 2). A management site communication device 4 segments collected attribute information including an electronic mail address per individual person by corresponding to the contents of guide, performs the retrieval adapting the segmented attribute information to the contents of guide, and informs a home page for delivering coupon tickets. A portable phone 3 or a personal computer 6 accesses the home page based on informing from the management site communication device 4, reads the home page in which the guide is inserted or a home page in which the guide is not inserted, and downloads the coupon ticket and prints it. If this coupon ticket is carried to a store, discount of goods is obtained.

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